

## Claims:

1. A method for facilitating a web site password verification comprising:

receiving a request from a user for a password;  
querying said user for an email address;  
associating a password with said user responsive to a received email address; and  
sending said password to said email address.

2. The method of claim 1, wherein said act of querying said user comprises presenting to the user a page containing an area for entering at least one email address and an icon for invoking a password be sent to the associated email address.

3. The method of claim 2, wherein said verification is initiated by clicking on said icon by the user.

4. The method of claim 1, wherein said email contains customer information corresponding to said password.

5. The method of claim 1, wherein said email is logged in a database file.

6. The method of claim 1, wherein said received request is logged in a database file.

7. The method of claim 1, wherein said email contains a link to said website.

8. The method of claim 7, wherein clicking said link takes the user to said website.

9. An apparatus for facilitating a web site password verification comprising:

a web site configured for:

receiving a request from a user for a password;

querying said user for an email address;

associating a password with said user responsive to a received email address; and

sending said password to said email address.

10. The apparatus of claim 9, wherein said act of querying said user comprises presenting to the user a page containing an area for entering at least one email address and an icon for invoking a password be sent to the associated email address.

11. The apparatus of claim 10, wherein said verification is initiated by clicking on said icon by the user.

12. The apparatus of claim 9, wherein said email contains customer information corresponding to said password.

13. The apparatus of claim 9, wherein said email is logged in a database file.

14. The apparatus of claim 9, wherein said received request is logged in a database file.

15. The apparatus of claim 9, wherein said email contains a link to said website.

16. The apparatus of claim 15, wherein clicking said link takes the user to said website.

17. An apparatus for facilitating a web site password verification comprising:

web site means for providing network connectivity with a user;

means for receiving a request from a user for a password;

means for querying said user for an email address;

means for associating a password with said user responsive to a received email address; and

means for sending to said email address said password.

18. The apparatus of claim 17, wherein said means for querying said user comprises presenting to the user a page containing an area for entering at least one email address and an icon for invoking a password be sent to the associated email address.

19. The apparatus of claim 18, wherein said verification is initiated by clicking on said icon by the user.

20. The apparatus of claim 17, wherein said email contains customer information corresponding to said password.

21. The apparatus of claim 17, wherein said email is logged in a database file.

22. The apparatus of claim 17, wherein said received request is logged in a database file.

23. The apparatus of claim 17, wherein said email contains a link to said website.

24. The apparatus of claim 23, wherein clicking said link takes the user to said website.